



Location: Calexico, Imperial County

Timeframe: 2008 – 2009

Project Partners: City of Calexico

Project Services

- Public workshops
- Scenario building
- Urban design strategies



The Calexico demonstration project helped the City to prepare a Master Plan and assess the historic downtown district's economic viability and the revitalization work that must be accomplished to help the area compete with new commercial/retail developments planned outside of downtown.

Goals

- Restore commercial prosperity to the downtown area
- Integrate parks and plazas into the fabric of downtown
- Facilitate the movement of pedestrians and vehicular traffic
- Identify mixed use as a means of providing livable areas
- Address jobs/housing imbalance

Calexico has had a history of successful businesses and has the potential for an even brighter future. The downtown acts as the focal point of the city and its commerce. It has also provided a gathering place people are able to use and enjoy a comfortable, safe, family atmosphere. The Demonstration Project analyzed how the current transportation corridors providing access to Mexicali, Mexico could be better utilized to facilitate the movement of pedestrians and vehicular traffic as related to the downtown district. The project also identified appropriate mixed land uses for the downtown area with the aim of improving livability and sustainability of the historic area. The plan is a vision formed by the citizens that is transformed into a feasible plan that the City of Calexico can undertake to make downtown Calexico into a lively center of economic growth.

Results

- Analyzed the 116 acre downtown study area
- Recommendations for a shared parking district
- Identified opportunities for public-private redevelopment
- Developed a preliminary downtown overlay zoning district
- Developed detailed implementation plan for identified strategies
- Prepared visualizations for key urban destinations